

ORDER



Orders
Order / Rev: 726183 - 1
Alt Order #: 06401247
Product Desc: TBA
Estimate:
Flight Dates: 11/01/12 - 11/06/12
Original Date / Rev: 10/31/12 / 11/02/12
Order Type: Political

WJXX-TV

Primary AE: Alex Lavin
Sales Office: T-LA
Sales Region: NAT

Agency Name: Target Enterprises/ POL
Buying Contact:
Billing Contact:
 15260 Ventura Blvd, Suite 1240
 Sherman Oaks, CA 91403

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Freedom Pac
Demographic: A25-54
Product Codes: IS-Candidate/US
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	67	\$18,195.00	\$15,465.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	67	\$18,195.00	\$15,465.75	0.00
Totals	67	\$18,195.00	\$15,465.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Alex Lavin			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WJXX-TV	10%	\$18,195.00
Market	100%	\$181,950.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	5%	\$9,097.50
WCWJ	0%	\$0.00
WJXT	22%	\$40,029.00
WTEV	36%	\$65,502.00
WTLV	27%	\$49,126.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WJXX	11/01/12	11/02/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a	---TF--	:15	4	\$80.00	P-3	0.00	NM	4	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	---TF--		4		\$80.00		0.00					
2	WJXX	11/01/12	11/02/12	Regis & Kelly Regis & Kelly	CM	M-F 9a-10a	---TF--	:15	2	\$50.00	P-3	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	---TF--		2		\$50.00		0.00					
3	WJXX	11/01/12	11/02/12	M-F 10-11AM M-F 10a-11a	CM	M-F 10a-11a	---TF--	:15	2	\$50.00	P-3	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	---TF--		2		\$50.00		0.00					

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WJXX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4	WJXX	11/01/12	11/02/12	The View M-F 11a-12p View	CM	M-F 11a-12p	---TF--	:15	2	\$250.00	P-3	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		2				\$250.00		0.00			
5	WJXX	11/01/12	11/02/12	3-4p Wendy Williams	CM	3-4p	---TF--	:15	2	\$70.00	P-3	0.00	NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		2				\$70.00		0.00			
6	WJXX	11/01/12	11/02/12	FCN News at 5pm M-F 5-5:30pm	CM	M-F 5p-5:30p	---TF--	:15	1	\$60.00	P-3	0.00	NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		1				\$60.00		0.00			
7	WJXX	11/01/12	11/02/12	FCN News at 5:30 M-F 5:30-6pm	CM	M-F 5:30p-6p	---TF--	:15	1	\$75.00	P-3	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		1				\$75.00		0.00			
8	WJXX	11/01/12	11/02/12	FCN News at 6 M-F 6-6:30pm	CM	M-F 6p-6:30p	---TF--	:15	1	\$185.00	P-3	0.00	NM	1	\$185.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		1				\$185.00		0.00			
9	WJXX	11/01/12	11/02/12	FCN News at 7p M-F 7-7:30p	CM	M-F 7p-7:30p	---TF--	:15	1	\$180.00	P-3	0.00	NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		1				\$180.00		0.00			
10	WJXX	11/05/12	11/05/12	Mon Prime Other	CM	8-10p	M-----	:15	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		2				\$1,800.00		0.00			
11	WJXX	11/01/12	11/01/12	CMA Awards CMA Awards	CM	8p-11p, 9-11p	---T---	:15	2	\$1,300.00	P-3	0.00	NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T---		2				\$1,300.00		0.00			
12	WJXX	11/02/12	11/02/12	Fri Prime A Shark Tank	CM	Fri 8p-9p	----F--	:15	2	\$525.00	P-3	0.00	NM	2	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		2				\$525.00		0.00			
13	WJXX	11/02/12	11/02/12	Fri Prime C 20/20	CM	Fri 10p-11p	----F--	:15	2	\$525.00	P-3	0.00	NM	2	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		2				\$525.00		0.00			
E 14	WJXX	11/04/12	11/04/12	Sun Prime A America's Funniest Home Video	CM	7-8p	-----S	:15	2	\$585.00	P-3	0.00	NM	1	\$585.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		2				\$585.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	2	WJXX	10/29/12-11/04/12	Sun Prime A		7-8p	-----Su	:15		(\$585.00)		0.00	NM		
				Credited											
				[CR]											
15	WJXX	11/01/12	11/04/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p	---TFSS	:15	3	\$165.00	P-3	0.00	NM	3	\$495.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TFSS		3				\$165.00		0.00			
E 16	WJXX	11/03/12	11/03/12	GMA Saturday GMA Saturday	CM	GMA Saturday	-----S-	:15	2	\$155.00	P-3	0.00	NM	1	\$155.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		2				\$155.00		0.00			

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 Flight Dates: 11/01/12 - 11/06/12

Advertiser: Freedom Pac
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 Estimate: WJXX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 16	WJXX	11/03/12	11/03/12	GMA Saturday GMA Saturday	CM	GMA Saturday	-----S-	:15	2	\$155.00	P-3	0.00	NM	1	\$155.00
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div><div><u>Rating</u></div></div></div></div><div>Week: 10/29/1211/04/12-----S-2\$155.000.00</div><div><div><div><u>Spot</u></div><div><u>Ch</u></div><div><u>Date Range</u></div><div><u>Description</u></div><div><u>Start/End Time</u></div><div><u>Weekdays</u></div><div><u>Length</u></div><div><u>Rate</u></div><div><u>Rtg</u></div><div><u>Type</u></div></div><div>2WJXX10/29/12-11/04/12GMA SaturdayGMA Saturday-----Sa--:15(\$155.00)0.00NM</div><div>Credited [CR]</div></div></div></div>															
17	WJXX	11/03/12	11/03/12	AfternoonCollege Football AfternoonCollege Football	CM	Fri,Sat-Sun 12p-8p	-----S-	:15	2	\$400.00	P-3	0.00	NM	2	\$800.00
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div><div><u>Rating</u></div></div></div></div><div>Week: 10/29/1211/04/12-----S-2\$400.000.00</div></div></div>															
18	WJXX	11/03/12	11/03/12	Made in Hollywood Sa 7:30-8p	CM	Sa 7:30-8p	-----S-	:15	1	\$75.00	P-3	0.00	NM	1	\$75.00
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div><div><u>Rating</u></div></div></div></div><div>Week: 10/29/1211/04/12-----S-1\$75.000.00</div></div></div>															
E 19	WJXX	11/04/12	11/04/12	GMA Sunday GMA Sunday	CM	GMA Sunday	-----S	:15	2	\$190.00	P-3	0.00	NM	1	\$190.00
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div><div><u>Rating</u></div></div></div></div><div>Week: 10/29/1211/04/12-----S2\$190.000.00</div><div><div><div><u>Spot</u></div><div><u>Ch</u></div><div><u>Date Range</u></div><div><u>Description</u></div><div><u>Start/End Time</u></div><div><u>Weekdays</u></div><div><u>Length</u></div><div><u>Rate</u></div><div><u>Rtg</u></div><div><u>Type</u></div></div><div>2WJXX10/29/12-11/04/12GMA SundayGMA Sunday-----Su:15(\$190.00)0.00NM</div><div>Credited [CR]</div></div></div></div>															
20	WJXX	11/04/12	11/04/12	FCN Sun News at 6:30 Sun 6:30-7p	CM	Sun 6:30-7p	-----S	:15	1	\$210.00	P-3	0.00	NM	1	\$210.00
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div><div><u>Rating</u></div></div></div></div><div>Week: 10/29/1211/04/12-----S1\$210.000.00</div></div></div>															
21	WJXX	11/03/12	11/03/12	Prime College Football 758p-1130p	CM	758p-1130p	-----S-	:15	2	\$975.00	P-3	0.00	NM	2	\$1,950.00
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div><div><u>Rating</u></div></div></div></div><div>Week: 10/29/1211/04/12-----S-2\$975.000.00</div></div></div>															
22	WJXX	11/05/12	11/06/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a	MT-----	:15	8	\$80.00	P-3	0.00	NM	8	\$640.00
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div><div><u>Rating</u></div></div></div></div><div>Week: 11/05/1211/11/12MT-----8\$80.000.00</div></div></div>															
23	WJXX	11/05/12	11/06/12	Regis & Kelly Regis & Kelly	CM	M-F 9a-10a	MT-----	:15	4	\$50.00	P-3	0.00	NM	4	\$200.00
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div><div><u>Rating</u></div></div></div></div><div>Week: 11/05/1211/11/12MT-----4\$50.000.00</div></div></div>															
24	WJXX	11/05/12	11/06/12	M-F 10-11AM M-F 10a -11a	CM	M-F 10a -11a	MT-----	:15	4	\$50.00	P-3	0.00	NM	4	\$200.00
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div><div><u>Rating</u></div></div></div></div><div>Week: 11/05/1211/11/12MT-----4\$50.000.00</div></div></div>															
25	WJXX	11/05/12	11/06/12	The View M-F 11a-12p View	CM	M-F 11a-12p	MT-----	:15	4	\$250.00	P-3	0.00	NM	4	\$1,000.00
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div><div><u>Rating</u></div></div></div></div><div>Week: 11/05/1211/11/12MT-----4\$250.000.00</div></div></div>															
26	WJXX	11/05/12	11/05/12	3-4p Wendy Williams	CM	3-4p	M-----	:15	2	\$70.00	P-3	0.00	NM	2	\$140.00
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div><div><u>Rating</u></div></div></div></div><div>Week: 11/05/1211/11/12M-----2\$70.000.00</div></div></div>															
27	WJXX	11/05/12	11/05/12	FCN News at 5pm M-F 5-5:30pm	CM	M-F 5p-5:30p	M-----	:15	1	\$60.00	P-3	0.00	NM	1	\$60.00
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div><div><u>Rating</u></div></div></div></div><div>Week: 11/05/1211/11/12M-----1\$60.000.00</div></div></div>															
28	WJXX	11/05/12	11/05/12	FCN News at 5:30 M-F 5:30-6pm	CM	M-F 5:30p-6p	M-----	:15	1	\$75.00	P-3	0.00	NM	1	\$75.00
<div><div><div><div><div><div><u>Start Date</u></div><div><u>End Date</u></div></div><div><div><u>Weekdays</u></div><div><u>Spots/Week</u></div><div><u>Rate</u></div><div><u>Rating</u></div></div></div></div></div></div>															

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28	WJXX	11/05/12	11/05/12	FCN News at 5:30 M-F 5:30-6pm	CM	M-F 5:30p-6p	M-----	:15	1	\$75.00	P-3	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$75.00		0.00			
29	WJXX	11/05/12	11/05/12	FCN News at 6 M-F 6-6:30pm	CM	M-F 6p-6:30p	M-----	:15	1	\$185.00	P-3	0.00	NM	1	\$185.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$185.00		0.00			
30	WJXX	11/05/12	11/05/12	FCN News at 7p M-F 7-7:30p	CM	M-F 7p-7:30p	M-----	:15	1	\$180.00	P-3	0.00	NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$180.00		0.00			
31	WJXX	11/05/12	11/05/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p	M-----	:15	1	\$165.00	P-3	0.00	NM	1	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$165.00		0.00			
32	WJXX	11/03/12	11/03/12	AfternoonCollege Football AfternoonCollege Football	CM	Fri,Sat-Sun 12p-8p	-----S-	:15	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S-		2				\$400.00		0.00			
33	WJXX	11/03/12	11/03/12	Sat 1130P-1230X Sat 1130p-1230a	CM	1130p-1230a/12a-	-----S-	:15	2	\$65.00	P-3	0.00	NM	2	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S-		2				\$65.00		0.00			
Totals													67	\$18,195.00	